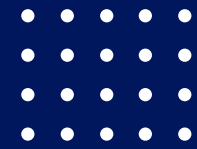
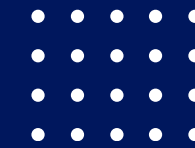


AaronHelmbrecht
PublicRelations



Digital PORTFOLIO

aaronhelmbrecht.com



I will never put something out into the world with your name on it that you are not proud of.

ABOUT ME



Hi! I'm Aaron Helmbrecht and I am a communications strategist. That means I am playing to win the game. I need you to be able to tell me, how do I win the game? Is it a number that I need to hit? Is it a standard that I need to meet? What are the rules and how do I put points on the board? From there, winning the game is the only thing that matters to me. I will leverage every available advantage to make that happen.

This portfolio features digital content I produced to be optimized to the current digital media landscape, compelling to the target audience, and compliant with professional, organizational, and SEO standards.



If we can write better emails, we will get a higher clickthrough rate. If we can make better websites, we will get a higher conversion rate. And conversions are how we put points on the board.

FIT FOR SERVICE



It was my life's honor to serve the U.S. Department of Veterans Affairs as a strategic communications consultant under a Public Trust clearance. I left government service in January 2025. I invite you to read my [case study](#) of how I helped optimize content workflow for the VA Office of Information and Technology. There's nothing more satisfying than solving a problem.

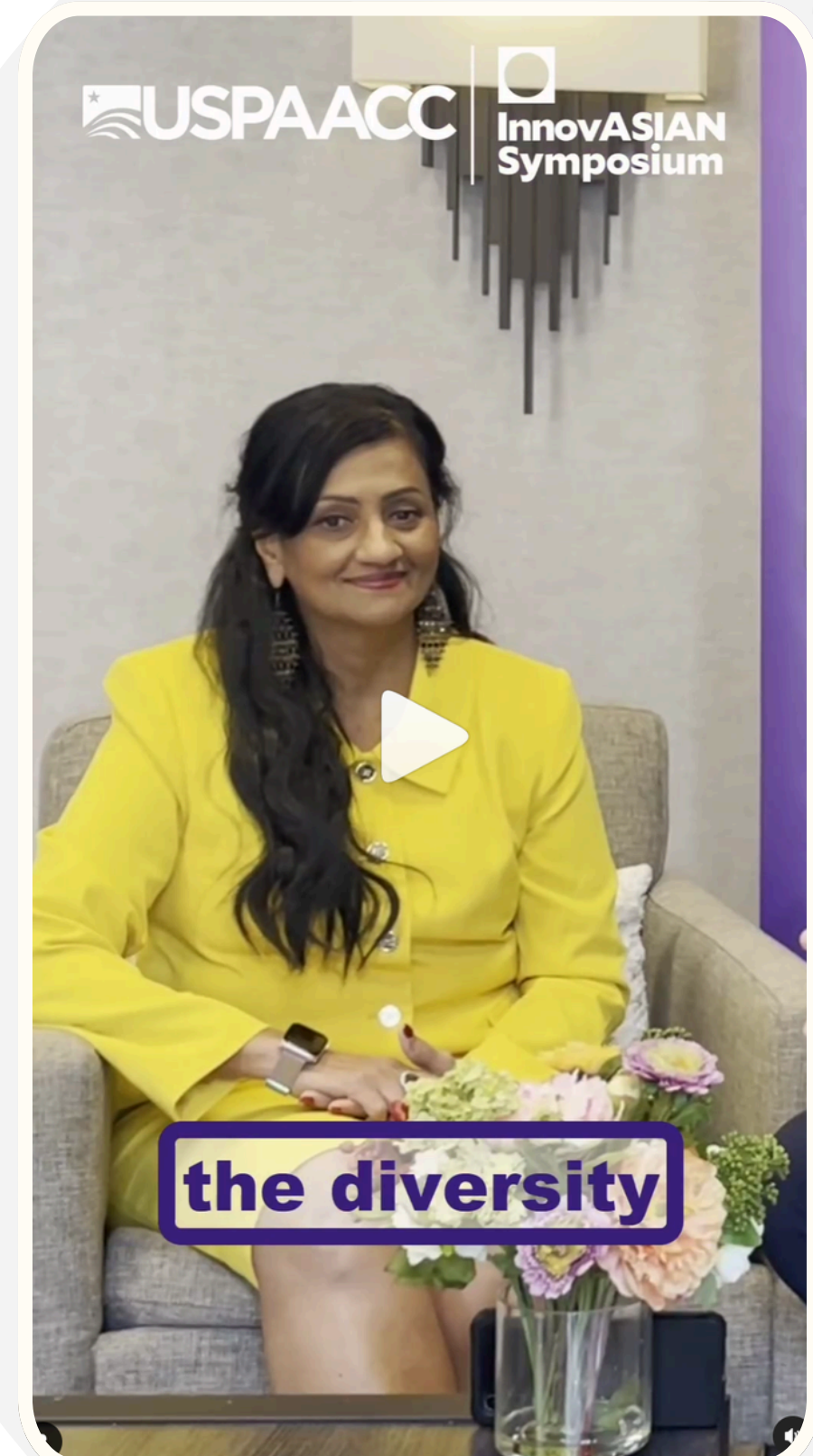


Something veterans really understand is that if you want to win a war, you have to make your bed in the morning. What that means is – it's the small stuff that matters. The small stuff is the important stuff.

SOCIAL MEDIA INTERVIEWS



I collaborated with Emmy-award winning journalist [Kirk Gimenez](#) to produce [social media interviews](#) for the US Pan Asian American Chamber of Commerce. Our formula starts with scripting an intro, two questions, and an outro. We cut the raw interview down under 2 minutes, crop it to 16x9, add background music, and splice in b-roll that visually communicates the point being made by the speaker. This winning formula allows us to produce engaging interviews with industrial efficiency.



SOCIAL MEDIA REELS



Waste not! Combining raw interview audio with background music and b-roll allows me to generate fresh and compelling content from old or unused footage. I produced this reel myself. View the [reel on Instagram](#). Turn the volume on for the best viewing experience.



What we are doing with these videos is creating art. So, by definition, nothing we do can be wrong. When making creative decisions, the only thing that really matters is – do you like it better this way?

SEARCH ENGINE OPTIMAZATION



American Academy of Actuaries issue briefs had been produced in PDF format, which minimized social media engagement opportunities and was not trackable in Google Analytics. To address these limitations, I would create an [HTML version](#). In HTML format, I could set meta tags for social media, increase organic search engine traffic, and track Google Analytics.

As a result, I could now report that issue briefs ranked among our most popular content. The issue brief featured here on prescription drug costs remained among the top 10 most visited web pages three years after its initial release due to organic search traffic and referrals from news media citations.

Issue Brief

Prescription Drug Spending in the U.S. Health Care System

MARCH 2018

Download a PDF version [here](#).

The focus of this issue brief is on prescription drug spending in the United States. The American Academy of Actuaries' Health Practice Council has undertaken a multiyear study of various components of the U.S. health financing system to help policymakers and the U.S. public better understand the challenges that are driving health spending growth and potential ways to address them.¹ Actuaries are uniquely qualified through rigorous education and experience to be experts in assessing the historical and future impact of factors and characteristics that impact levels of health care spending. The Academy's mission is to serve the American public and the U.S. actuarial profession.

Health care spending in the United States is high and continues to increase, as does the spending for prescription drugs in particular. In 2016, the U.S. spent \$3,337 billion, or 17.9 percent of the gross domestic product (GDP), on national health expenditures, of which \$329 billion was spent on prescription drugs.² In some years, prescription drug spending growth has far exceeded the growth in other medical spending, while in others it has fallen below other medical spending growth. Over the next decade, however, the Centers for Medicare and Medicaid Services (CMS) projects that spending for retail prescription drugs will be the fastest growth health category and will consistently outpace that of other health spending.³ As a result, policymakers, providers, pharmacy benefit managers, and insurers are considering options to slow prescription drug spending increases that affect health plans, consumers, and businesses. This issue brief will focus on retail prescription drugs, and not on drugs administered by physicians or in an outpatient hospital setting due to the unique characteristics associated with drugs administered in those settings.

KEY POINTS


- Over the next decade, the Centers for Medicare and Medicaid Services projects that spending for retail prescription drugs will be the fastest-growing health care category and will consistently outpace that of other health care spending.
- Many strategies are being developed and tested, aiming at reducing prescription drug spend while maintaining or improving health outcomes.
- The important cost drivers of high prescription drug spending are increasing utilization, increasing average cost, and changes in drug mix

We all work for the algorithm. If we give the algorithm what it wants, it will give us what we want, which is customers – lots and lots of customers. If we deny the algorithm, it will make us invisible to the world until we apologize to it and start giving it what it wants, which is content that meets professional standards. We all work for the algorithm.

YOUTUBE SERIES



I produced a series of [animated short videos](#) for the American Academy of Actuaries showing how the work of actuaries affects everyday life. I coordinated with our internal team and external developers to deliver guidance and assets needed to meet stakeholder expectation. Using Movavi, I significantly reduced the video file size without sacrificing quality, resulting in faster uploading and improved streaming across more devices. I created the YouTube playlist, drafted the series description, and set thumbnail images and keyword search terms for each video.



What do actuaries do? Watch our videos that show the impact of...

ActuaryDotOrg
7 videos 135 views Last updated on Jun 16, 2020

⋮ ↻ ⬇ ⋮

▶ Play all 🔀 Shuffle

If you have ever paid an insurance premium, contributed to a 401(k) or pension, driven a car, or held a life insurance policy, then you have an actuary in your life. Learn more about what actuaries do and how they hold themselves to high professional standards by being a part of the American Academy of Actuaries.